



# Arizona Department of Education

## **Internal Customer Satisfaction Survey Report**

**Fiscal Year 2014**

**(July 2014)**

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## **Executive Summary**

This was the fourth year of the ADE Internal Customer Satisfaction Survey process. In addition to feedback on services provided last year, we also received feedback on the process and timing of the survey. In response, the survey process was modified for 2014 to minimize the impact on respondent's time, and to provide more specific feedback to each Unit/Program.

To that end, brief, program-specific surveys were developed and distributed in 2014, rather than the large survey that was sent to ADE Group in 2013. Program-specific surveys (generally taking less than 5 minutes to complete) were sent directly to recipients of the particular service, with the distribution staggered over a period of months.

The purpose of these assessments was to measure internal customer satisfaction on current ADE services, and to identify issues, problems and opportunities for improvement from our internal customers' perspective. These assessments are a critical component in guiding the Department to achieve "Knock Your Socks Off" (KYSO)<sup>1</sup> service in the following value-added components of service:

1. Service response is timely.
2. Communication is complete and effective.
3. Staff work in a collaborative manner with LEA staff.
4. Staff display a high level of content knowledge.
5. Materials/data provided are accurate.

The areas noted above were rated on a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, respondents were asked to provide an overall satisfaction rating, with the following scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1). A detailed listing of overall satisfaction ratings by program is provided on page 4 of this report. Since delivering "Knock Your Socks Off Service" (KYSO) is integral to ADE's vision, a "net top box" rating (the percent rating services "Poor"—assigned value of 1, subtracted from the percent rating services "Outstanding"—assigned value of 5) is also provided in the same chart.

## **Data Collection Process**

Between October 2013 and May 2014, eight (8) confidential, online surveys were sent to ADE staff. Respondents were asked to give feedback (closed and open-ended) on ADE support services in: Human Resources; Building Operations; Business and Finance; Information Technology (IT); Office of Communications; Policy Development and Government Relations; Research and Evaluation (R & E); Organizational Development.

## **Data Analysis**

Data analysis was accomplished using statistical analysis graphically presented, using the Pareto method to identify changes and/or critical areas needing attention. In program-specific reports, Pareto was also applied for conducting analysis of the stated opinions about what is currently working well, and opportunities for improvement (problems, issues and causes), for finding the changes that will lead to the greatest benefits. Use of this prioritization method helps to identify the most significant items among many and is useful where numerous possible courses of action are competing for attention. This method helps to prioritize where action and/or process changes should be focused.

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<sup>1</sup> Performance Associates, Inc; *Delivering Knock Your Socks Off Service*, (New York: AMACON, 2007)

## Results Overview

Respondents were asked to provide an overall satisfaction rating for each ADE internal support service provider.

A chart showing a comparison of results for 2014, 2013, and 2012 is provided below. Results are presented in “Average” and “Net Top Box” (percent rating “Poor” subtracted from percent rating “Outstanding”) formats.

Program	Overall Satisfaction Average			“Net Top Box”		
	2014	2013	2012	2014	2013	2012
Human Resources	3.99	3.91	4.06	32.51%	27.76%	40.29%
Building Operations	3.87	3.78	3.98	27.08%	20.68%	32.02%
Business & Finance	3.65	3.67	3.90	20.42%	16.26%	24.86%
Information Technology (IT)	3.29	3.46	3.78	7.55%	10.27%	23.47%
Office of Communications	3.82	3.72	3.67	21.17%	18.97%	16.30%
Policy Development and Government Relations	3.90	3.63	3.79	27.59%	15.46%	22.35%
Research & Evaluation (R&E)	3.76	3.66	3.74	21.95%	16.78%	22.92%
Organizational Development	3.86	4.02	3.84	34.48%	33.33%	30.06%
ADE (overall internal support services performance rating)	3.75*	3.72	3.38	19.02%*	15.05%	8.02%

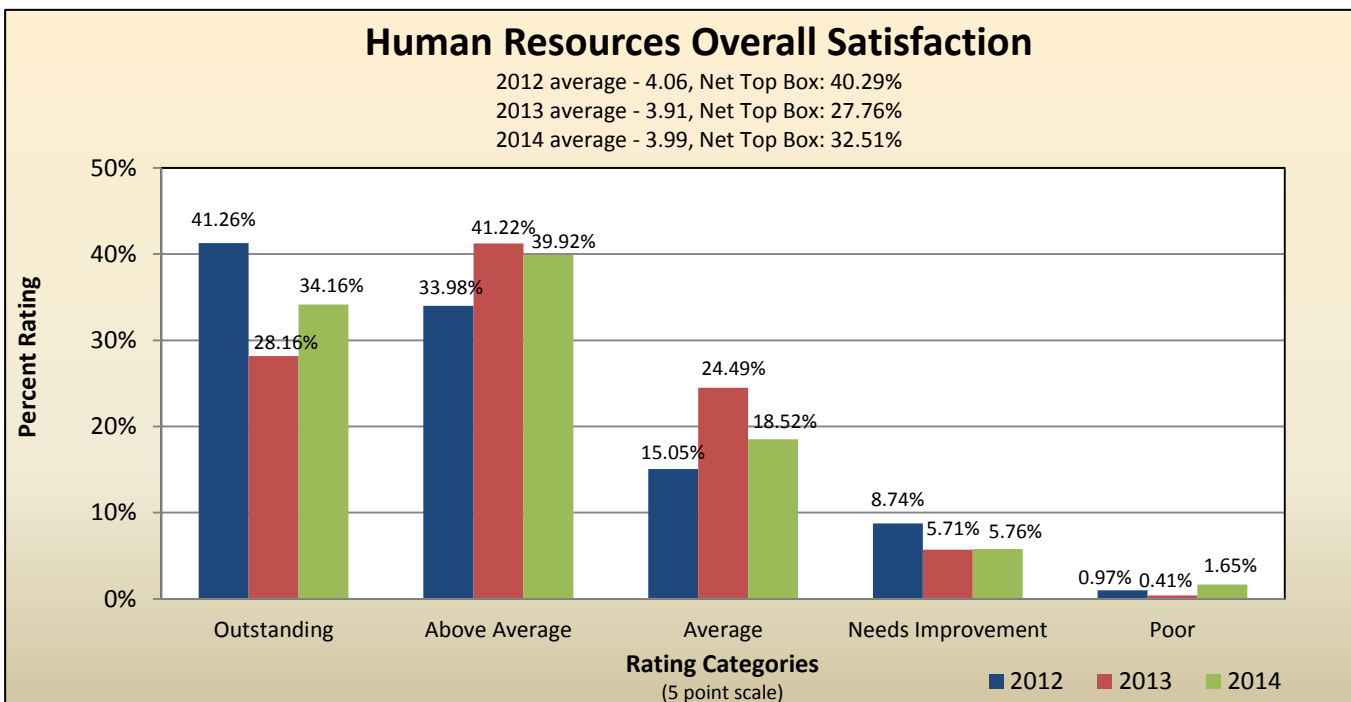
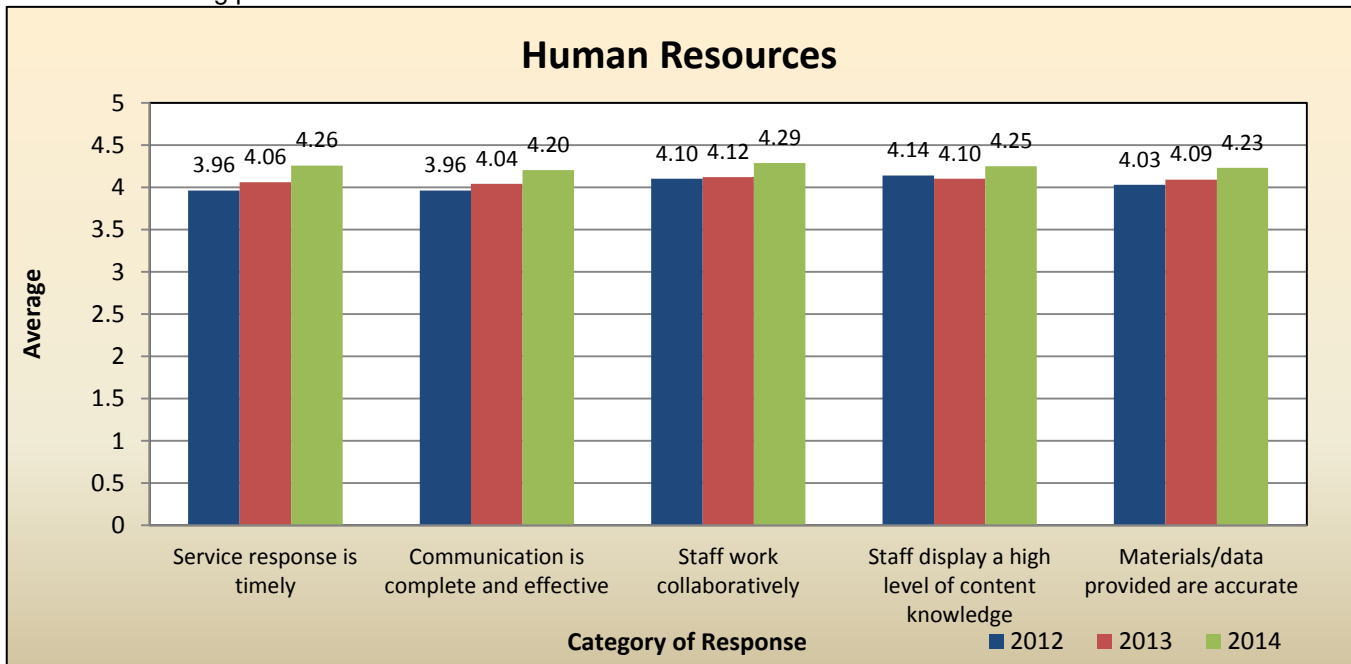
\* Aggregated rating of respondents regarding satisfaction with ADE internal support services in program-specific surveys.

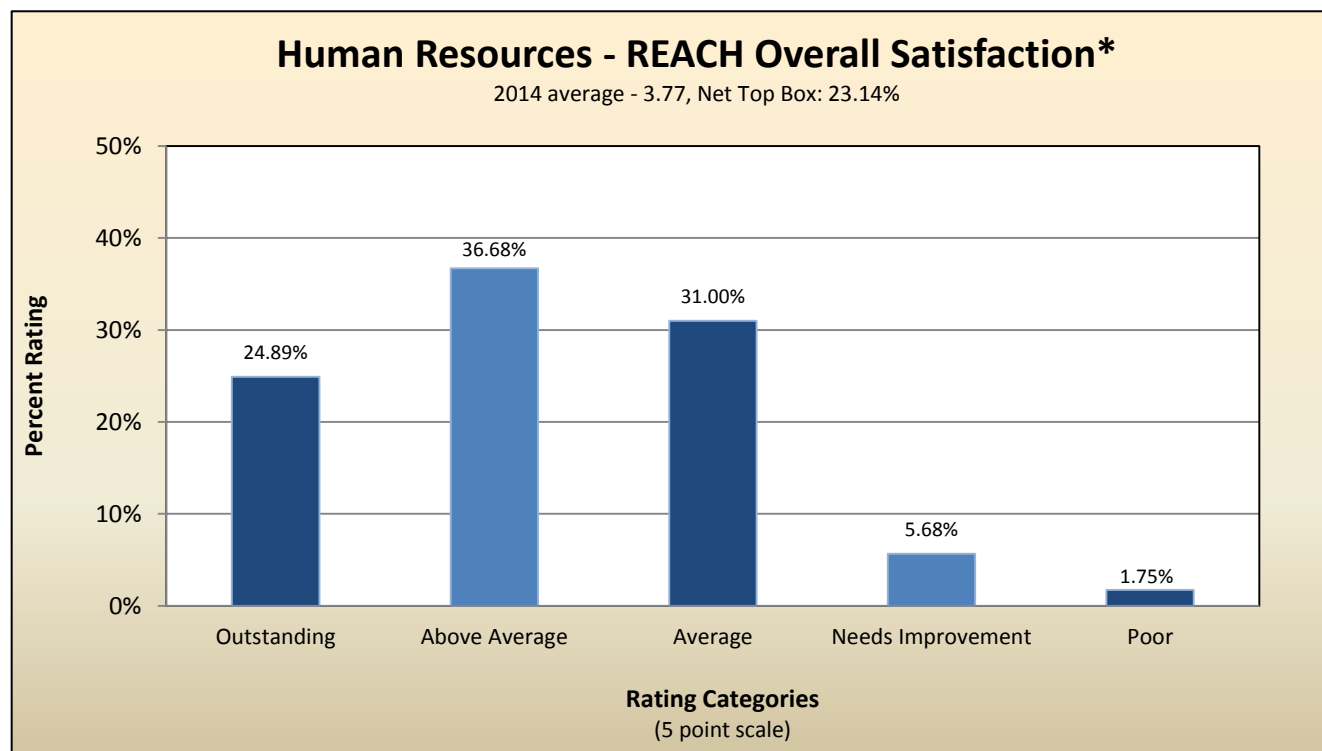
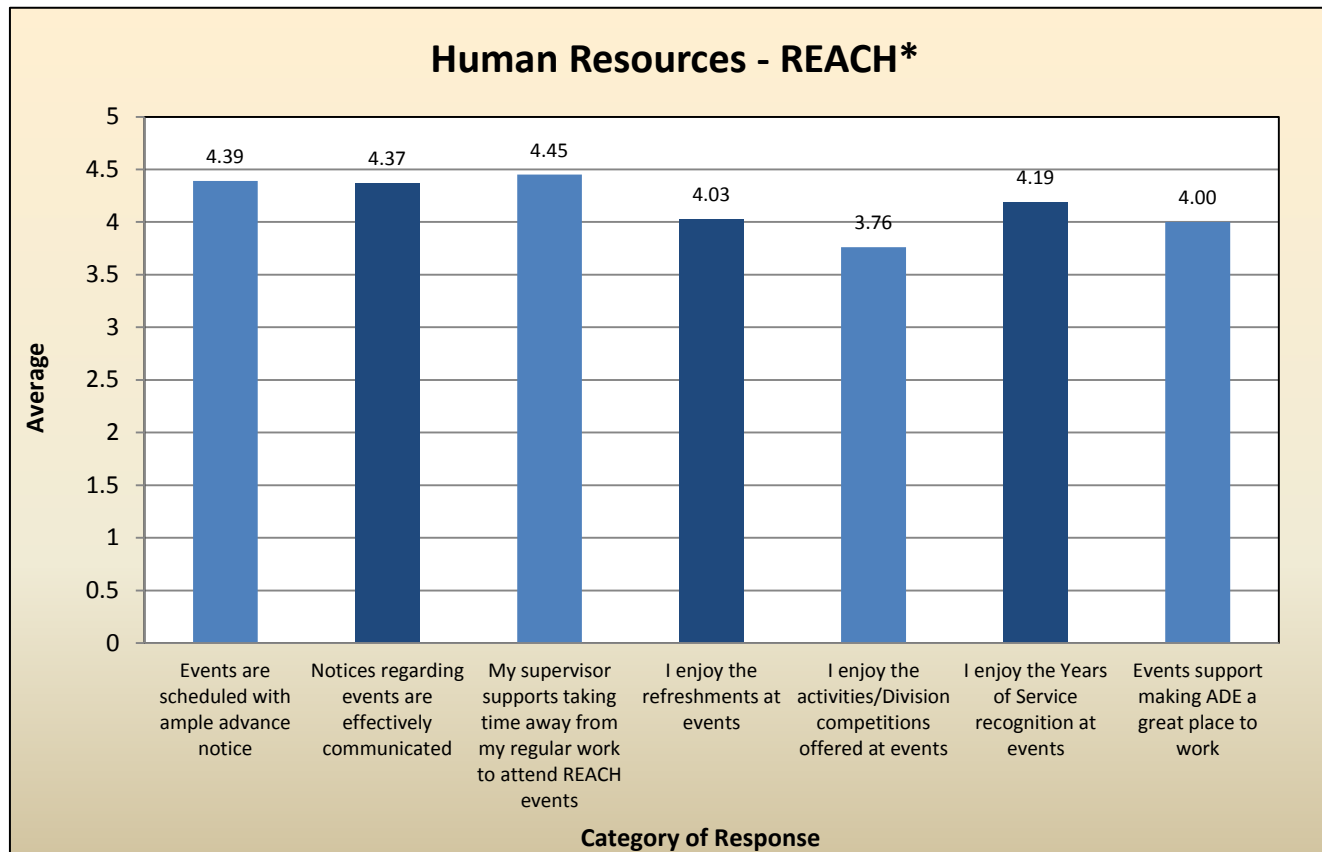
## **Customer Feedback by Service Provider Group**

### **1. Human Resources/Payroll**

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

- Position and personnel actions (classification and compensation)
- Disciplinary action guidance for managers
- Hiring process
- Benefits enrollment and support
- Management reports
- Payroll/timesheets support
- HR/Payroll intranet website



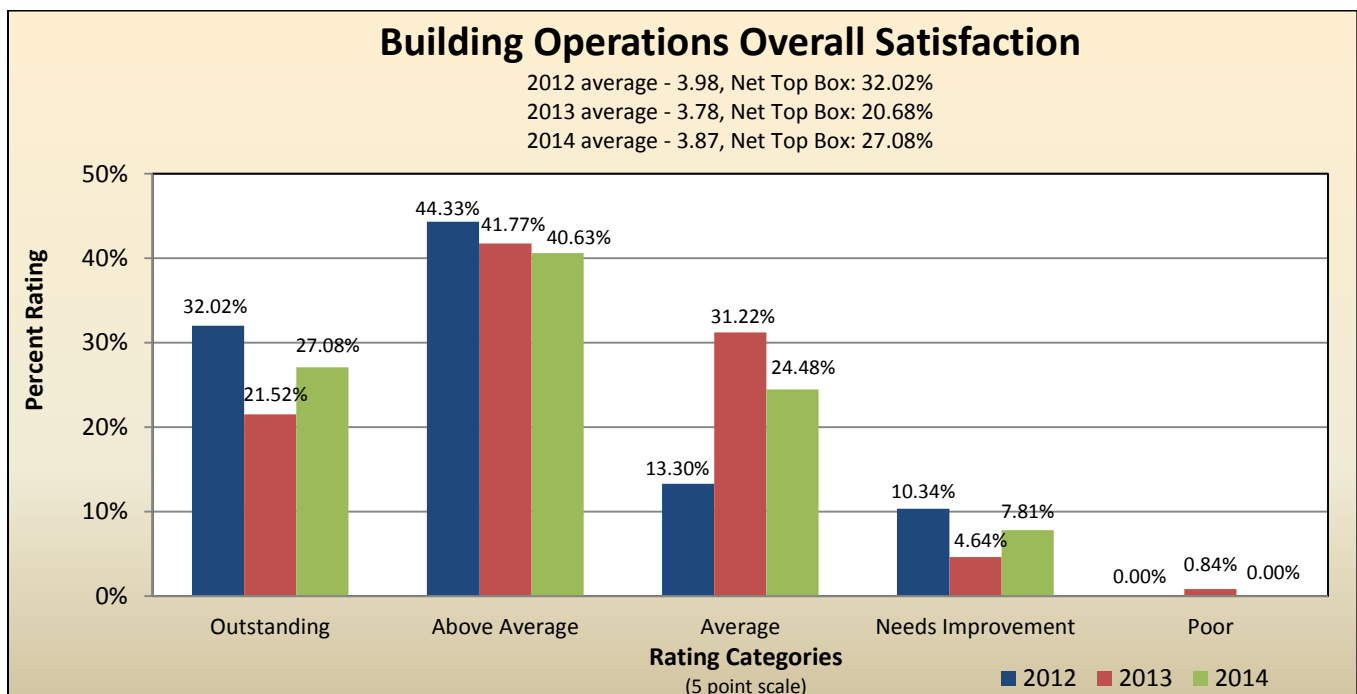
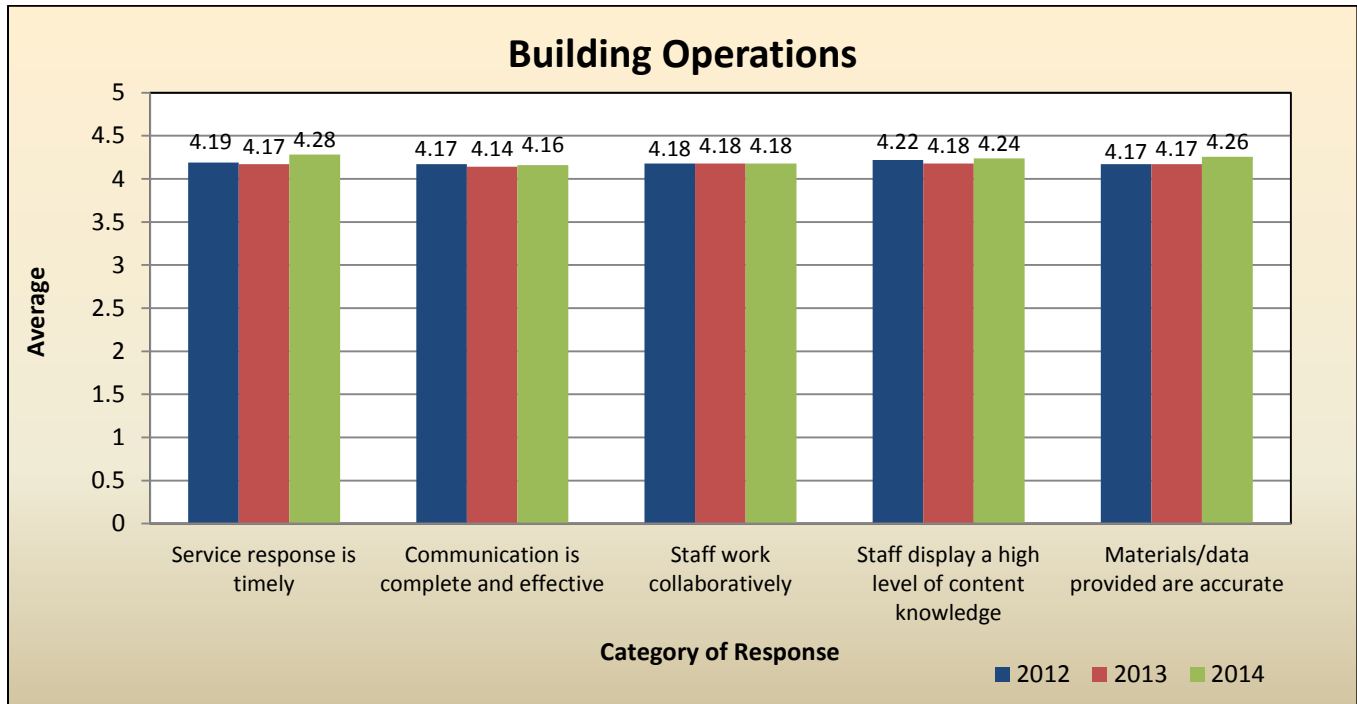


\*First year REACH-specific series of questions asked.

## 2. Building Operations

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

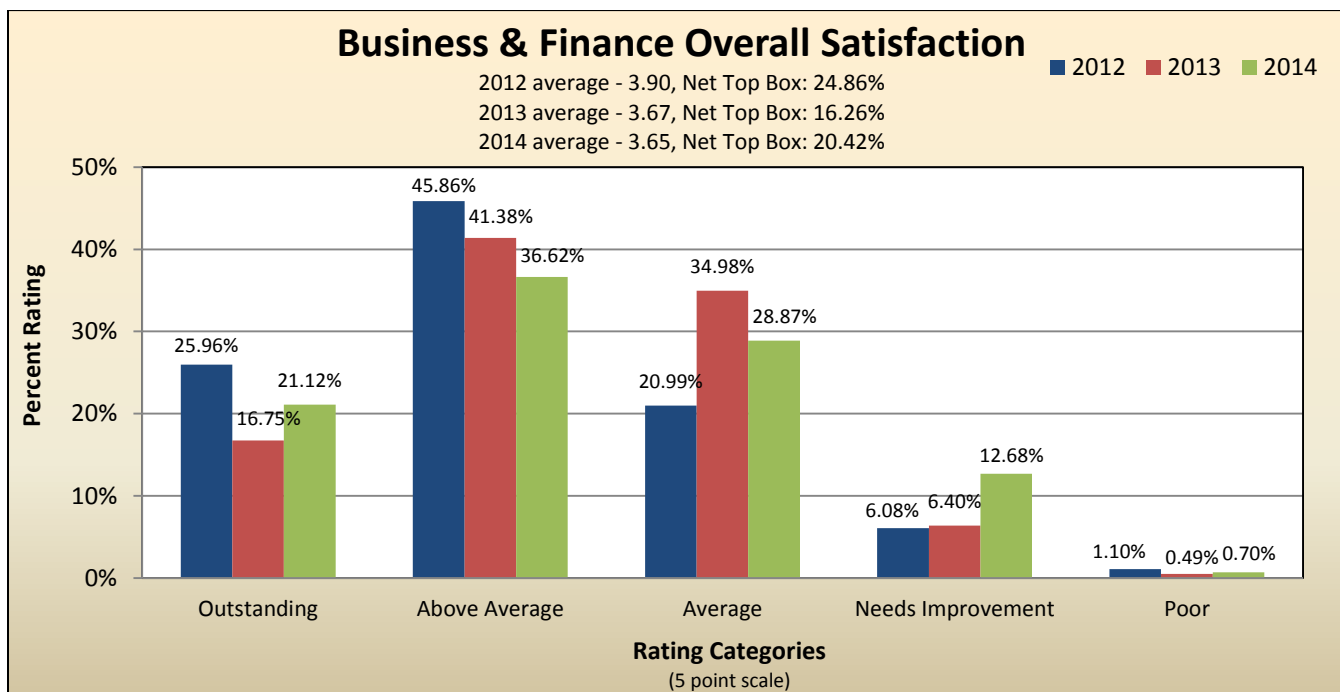
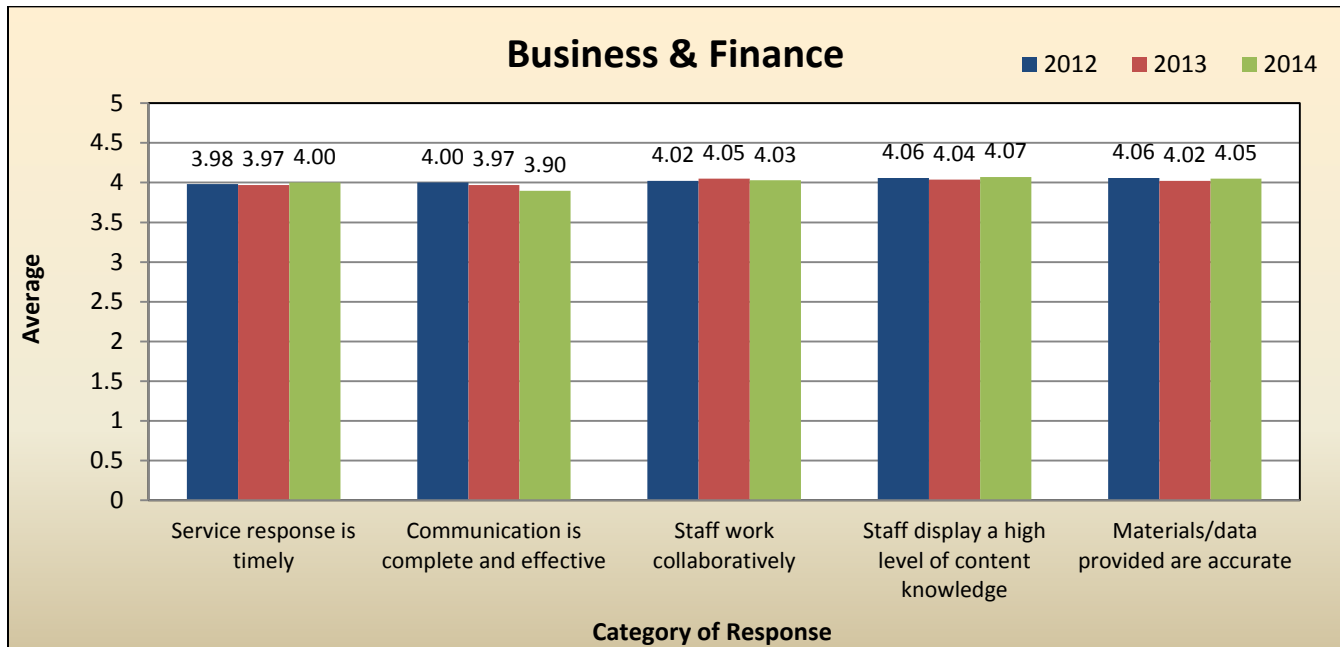
- Mail delivery
- Print Shop orders
- Facilities
- Conference room management and set-up
- Supplies management and delivery



### 3. Business & Finance

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

- Procurement support
- Budget development assistance
- Purchasing
- Invoice processing
- Grants Payments to LEAs
- Travel processing
- Receivable processing

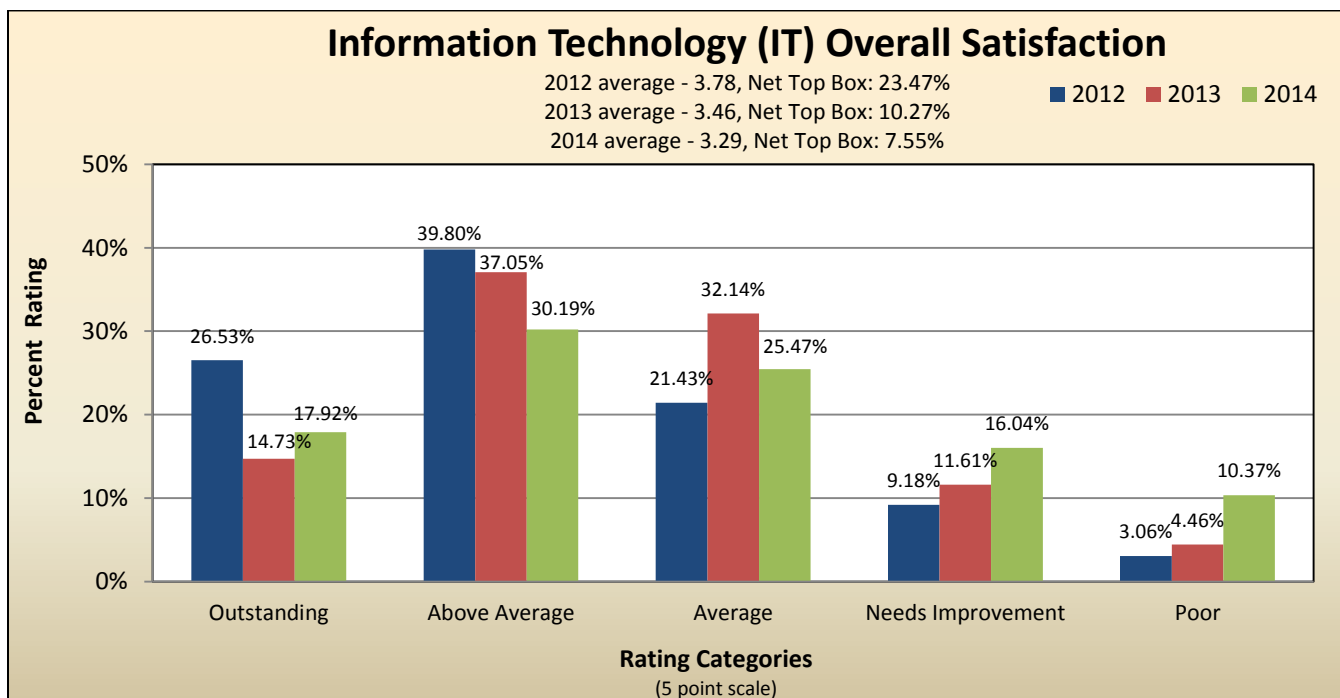
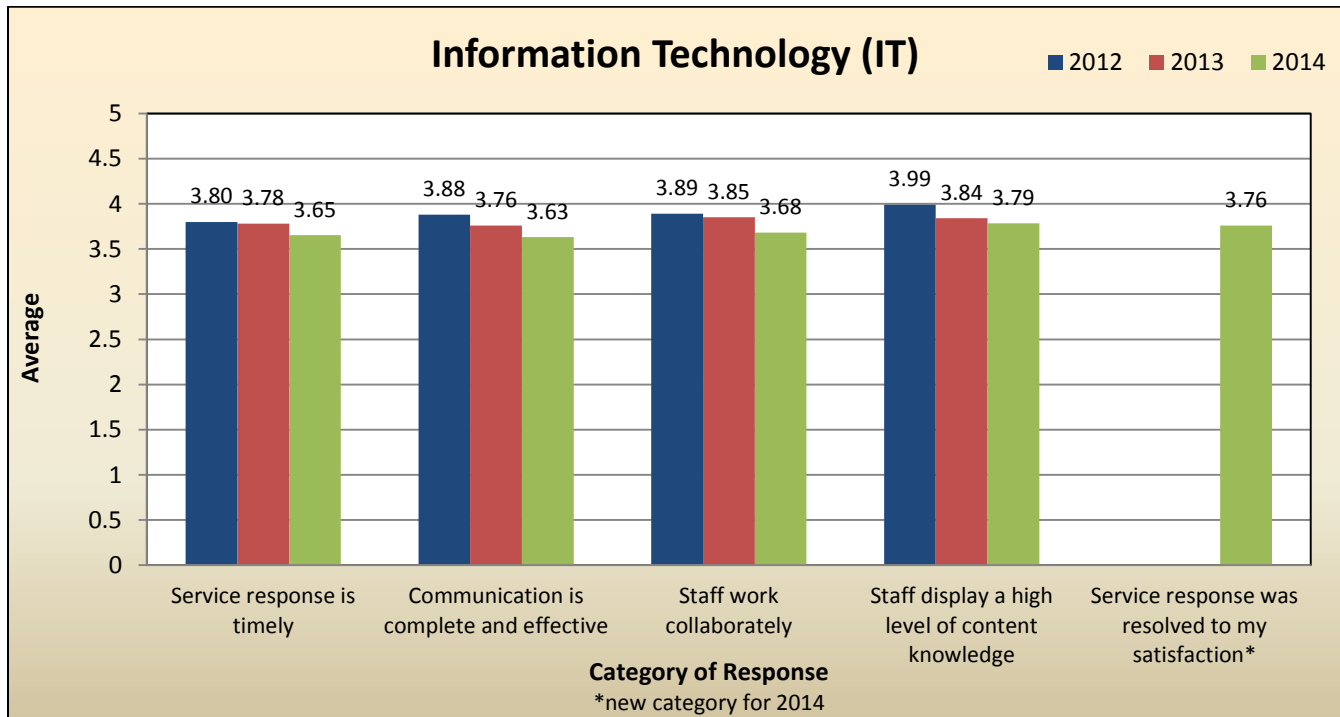




#### 4. Information Technology (IT)

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

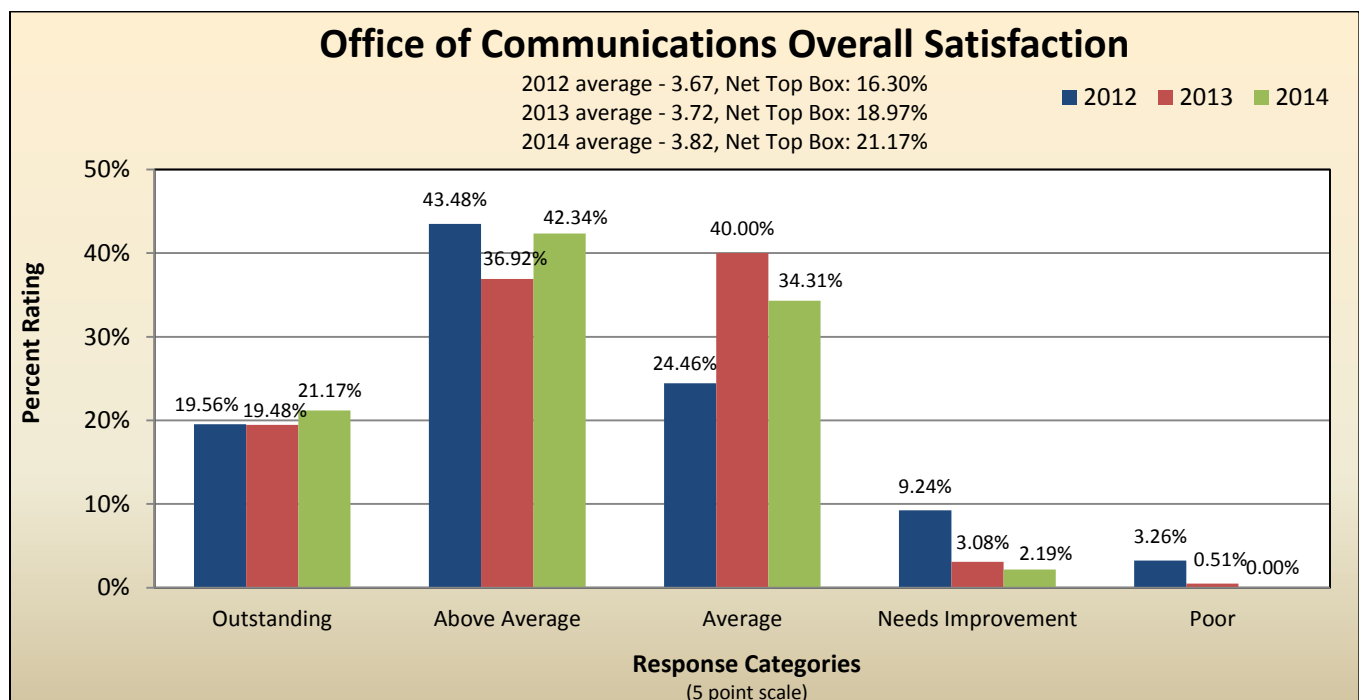
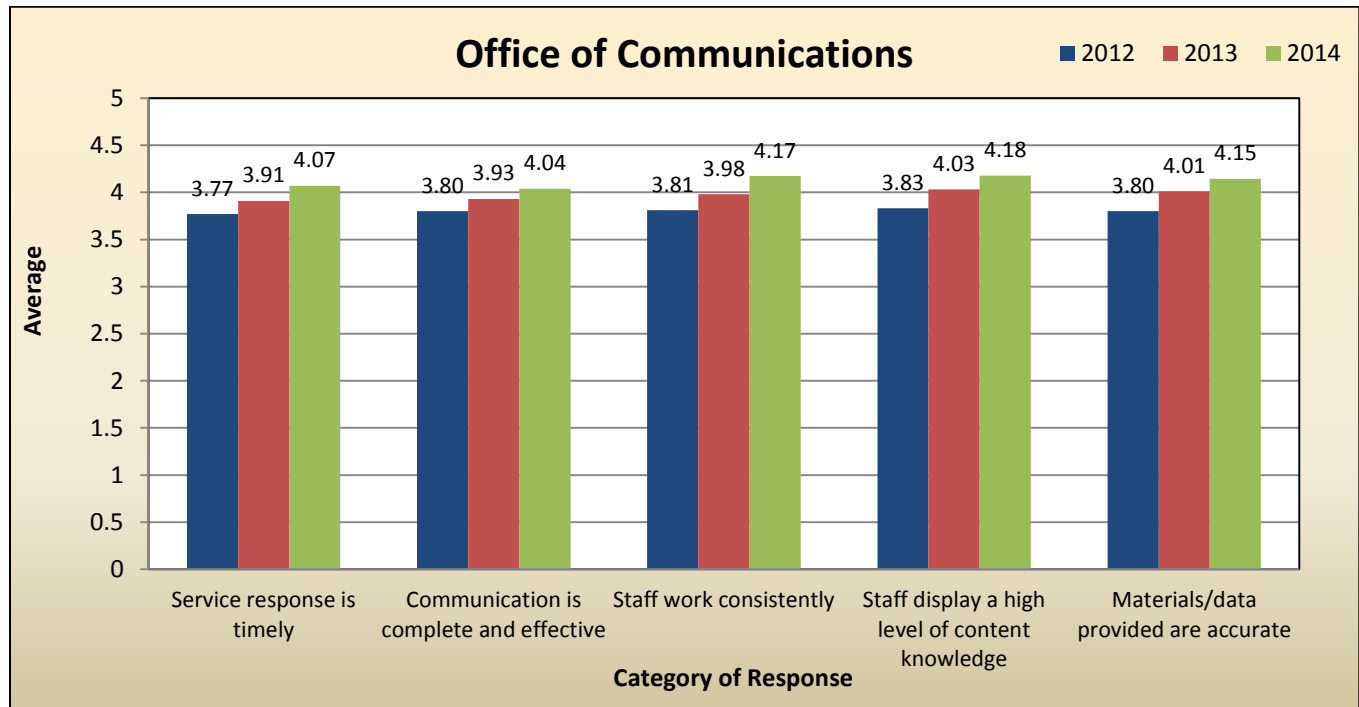
- Desktop Support
- Network Services
- ADE Support Center
- Software Development



## 5. Office of Communications

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

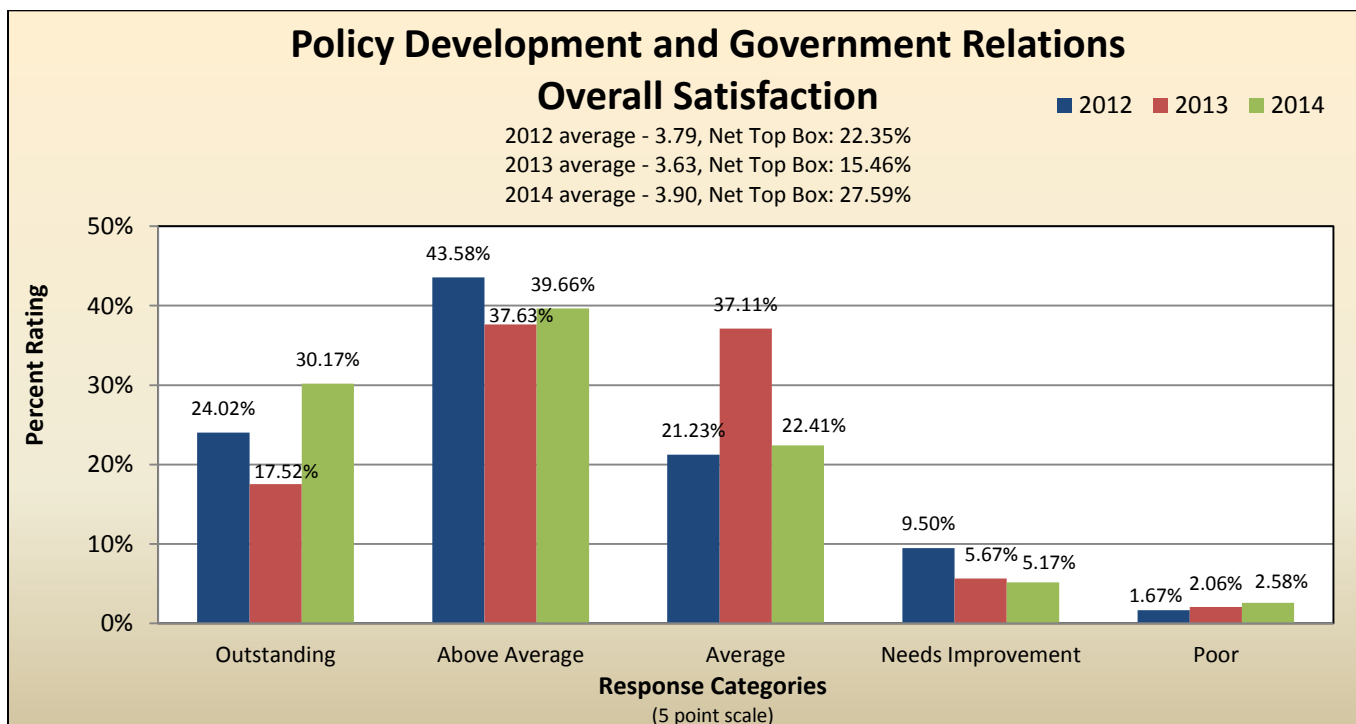
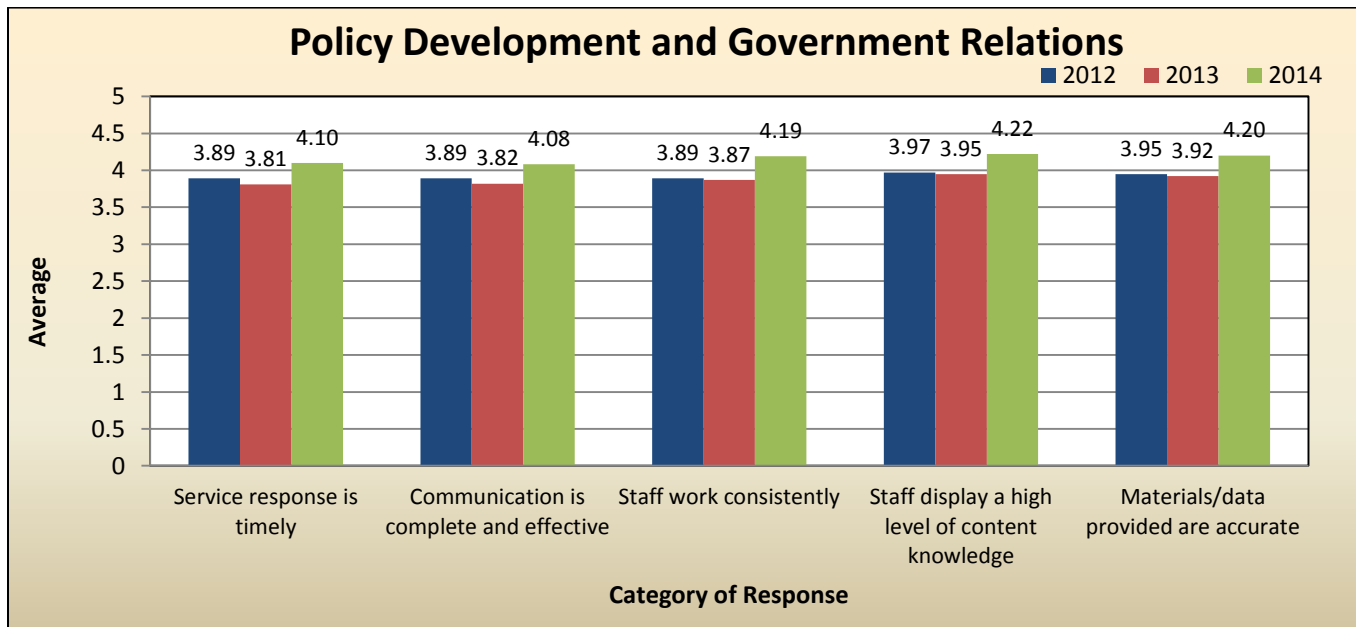
- Internal information-sharing
- Website development and maintenance
- Conference operations maintenance



## 6. Policy Development and Government Relations

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

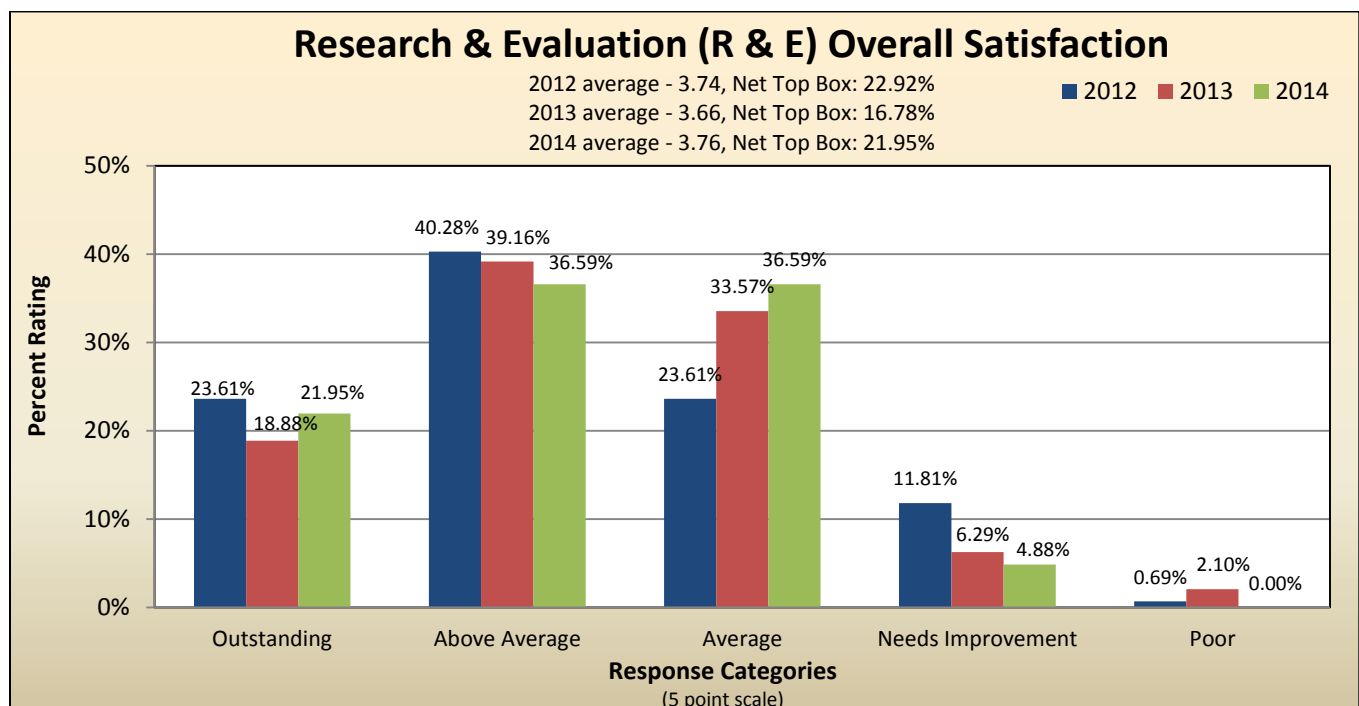
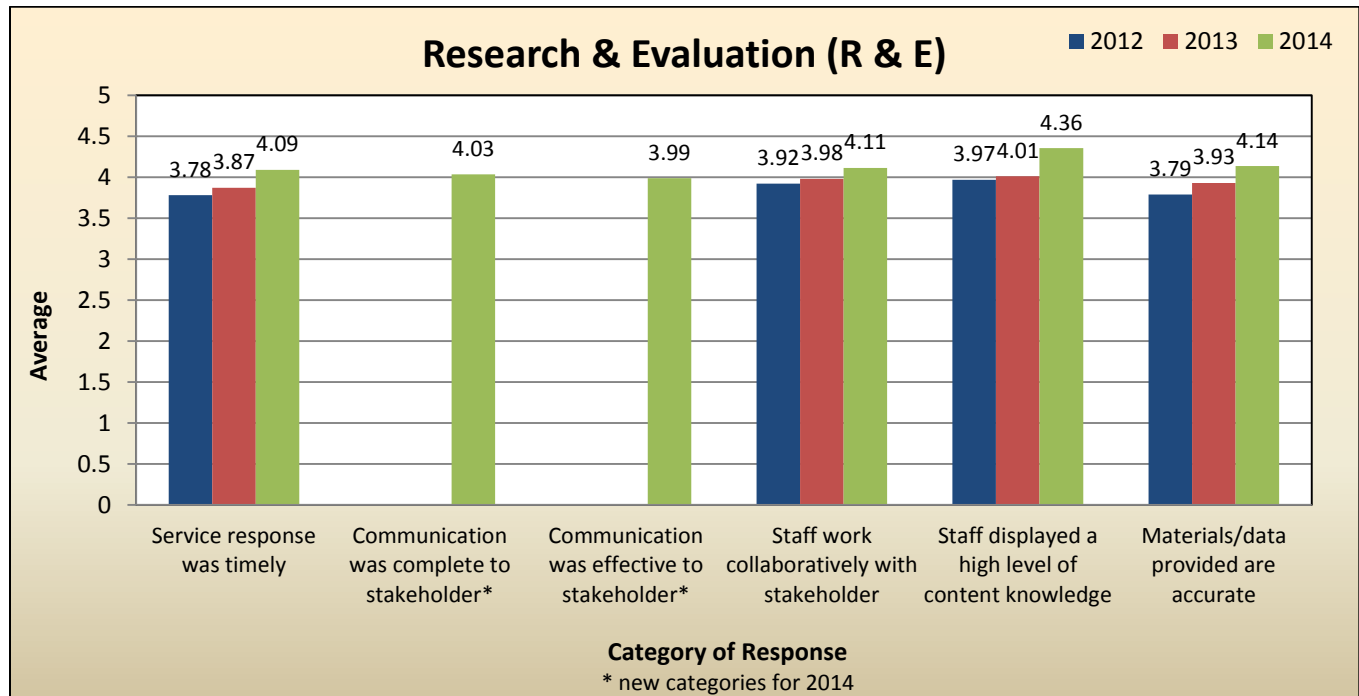
- Promote ADE legislative agenda
- Monitor Federal activities affecting ADE
- Guidance on implementing specific legislation and policy
- Communication and updates regarding new/changes to legislation and/or policy



## 7. Research & Evaluation (R & E)

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

- Research and Data Analysis
- Data Reporting
- Program Evaluations
- Survey Research



## 8. Organizational Development

The overall averages shown in the chart below reflect a summary of ratings in each component for the following services (broken out in detail for program-specific reports):

- Training, guidance and/or facilitation of ADE strategic plan
- Training, guidance and/or facilitation of Division, Section, Unit strategic plans
- Facilitation of Employee Satisfaction Survey
- Facilitation of External Customer Satisfaction Survey
- Facilitation of Internal Customer Satisfaction Survey
- Facilitation/support on special projects

